

What is claimed is:

1. A method of transacting electronic commerce, comprising:
from a first site, serving a product selection page by which a customer through a browser selects at least one product for placement into an electronic shopping cart;

from the first site, serving electronic shopping cart transfer instructions to the customer browser that causes the customer browser to request service from a checkout line of a second site and that automatically transfers the contents of the electronic shopping cart to the checkout line of the second site.

2. The method of claim 1, wherein the placement of each product in the electronic shopping cart includes the first site sending a cookie to the customer browser having product information about each product.

3. The method of claim 2, wherein the step of automatically transferring the contents of the electronic shopping cart to the checkout line of the second site includes transferring information in the cookie to the checkout line of the second site.

4. The method of claim 1 and further including, from the first site, serving a customer registration page by which the customer registers with the first site and provides customer registration information to the first site, the customer registration information including information uniquely identifying the

customer that is transferred to the checkout line of the second site when the contents of the electronic shopping cart are transferred to the checkout line.

5. The method of claim 4, wherein the first site sends a cookie to the customer's browser containing the customer registration information, the customer registration information in the cookie being transferred to the electronic checkout line of the second site when the contents of the electronic shopping cart are transferred to the electronic checkout line of the second site.

6. The method of claim 4 wherein the first site stores the customer registration information in a customer database, the customer logging into the first site and the customer registration information for that customer stored in the customer database uniquely identifying that customer.

7. The method of claim 1 wherein the customer registration information includes information specifying the second site.

8. The method of claim 1 wherein the first site requests product information about the at least one product from the second site, the requested product information from the second site being returned to the customer browser.

9. The method of claim 8, wherein the first site requests product information from the second site by serving instructions to the customer browser

that causes the customer browser to request the product information from the second site.

10. The method of claim 8 wherein the requested product information from the second site is stored in the electronic shopping cart

11. The method of claim 8 wherein the product information requested from the second site includes retail specific product information.

12. The method of claim 11, wherein the retail specific product information includes any of price, delivery, availability, shipping weight, and shipping charges.

13. The method of claim 8 wherein the first site requests the product information about the least one product from a plurality of second sites.

14. The method of claim 13 wherein the customer registration information includes information identifying the plurality of second site which is used by the first site to identify the plurality of second sites from which to request the product information.

15. The method of claim 13 wherein the product information requested by the first site from each of the plurality of second sites comprises retail specific product information.

16. The method of claim 13 wherein the customer browser sorts the product information returned from each of the plurality of second sites based on predetermined criteria.

17. The method of claim 4 wherein the customer registration information includes customer transaction information, the customer transaction information being transferred to the electronic checkout line of the second site when the contents of the electronic shopping cart are transferred to the electronic checkout line of the second site.

18. The method of claim 17 wherein the customer transaction information includes any of credit card number information, electronic wallet information, and payment service information.

19. A method of transacting electronic commerce, comprising:
from a first site, serving a customer registration page by which a customer through a browser provides customer registration information, the customer registration information including information identifying a second site;

from the first site, serving a product selection page by which a customer through the browser selects at least one product for placement into an electronic shopping cart;

from the first site, serving electronic shopping cart transfer instructions to the customer browser that causes the customer browser to request service from a checkout line of the second site and that automatically transfers the contents of the electronic shopping cart to the checkout line of the second site.

20. The method of claim 19 wherein the customer registration information includes customer transaction information, the customer transaction information being automatically transferred to the checkout line of the second site when the contents of the electronic shopping cart are transferred to the checkout line of the second site.

21. The method of claim 20, wherein the first site sends a cookie to the customer's browser containing the customer registration information, customer registration information in the cookie being transferred to the electronic checkout line of the second site when the contents of the electronic shopping cart are transferred to the electronic checkout line of the second site.

22. The method of claim 20, wherein the first site stores the customer registration information in a customer database, the customer logging into the first site and customer registration information stored in the customer database

for that customer being transferred to the checkout line of the second site when the contents of the electronic shopping cart are transferred to the checkout line of the second site.

23. A method of transacting electronic commerce, comprising:

from a first site, serving a product selection page by which a customer through a browser selects at least one product;

the first site requesting product information about the at least one product from the second site, the requested product information from the second site being returned to the customer browser;

adding the at least one product to an electronic shopping cart upon the customer, through the browser, instructing that the at least one product be added to the electronic shopping cart; and

from the first site, serving electronic shopping cart transfer instructions to the customer browser that causes the customer browser to request service from a checkout line of a second site and that automatically transfers the contents of the electronic shopping cart to the checkout line of the second site.

24. The method of claim 23 wherein the customer registration information includes information that identifies the second site.

25. The method of claim 23 wherein the product information requested from the second site includes retail specific product information.

26. The method of claim 23, wherein the customer registration information includes information identifying a plurality of second sites, the first site requesting product information about the at least one product from the plurality of second sites, the step of adding the at least one product to the electronic shopping cart including adding to the electronic shopping cart the at least one product from one of the second sites as selected by the customer through the customer browser, the step of serving from the first site electronic shopping cart transfer instructions to the customer browser including serving instructions that causes the customer browser to request service from the checkout line of that second site having the at least one product that the customer instructed be added to the electronic shopping cart.

27. The method of claim 26, wherein the product information returned from the plurality of second sites is sorted based on predetermined criteria.

28. A method of transacting electronic commerce, comprising:

from a first site, serving a customer registration page by which a customer through a browser provides customer registration information, the customer registration information including information identifying a plurality of second sites and customer transaction information;

from the first site, serving a product selection page by which a customer through a browser selects at least one product;

the first site requesting product information about the at least one product from the plurality of second sites, the requested product information from the second site being returned to the customer browser;

adding the at least one product from one of said second sites to an electronic shopping cart upon the customer, through the browser, instructing that the at least one product from that second site be added to the electronic shopping cart; and

from the first site, serving electronic shopping cart transfer instructions to the customer browser that causes the customer browser to request service from a checkout line of that second site having the at least one product that the customer instructed be added to the electronic shopping cart and that automatically transfers the contents of the electronic shopping cart and customer registration information to the checkout line of that second site.

29. A method of transacting electronic commerce, comprising:

from a first site, serving a product selection page by which a customer through a browser selects at least one product for placement into an electronic shopping cart;

the first site causing the contents of the electronic shopping cart to be stored so that it is accessible to the customer when the customer browser is transferred to a checkout line of a second site;

the first site transferring the customer browser to the checkout line of the second site wherein the customer can access the contents of the electronic

shopping cart for use in the customer providing the information about the contents of the shopping cart to the checkout line of the second site.

30. The method of claim 29, wherein the contents of the electronic shopping cart are stored in a manner that the customer can electronically copy them into the checkout line of the second site.

31. The method of claim 30 wherein the contents of the electronic shopping cart are stored in human viewable form.

32. The method of claim 29 wherein the contents of the electronic shopping cart are stored on an electronic clipboard.

33. The method of claim 29 wherein the contents of the electronic shopping cart are stored in a browser window.

34. The method of claim 29 and further including from the first site, serving a customer registration page wherein the customer, through the customer browser, provides customer registration information, the customer registration information containing information uniquely identifying the customer.

35. The method of claim 34 wherein the customer registration information includes information specifying the second site.

36. The method of claim 34 wherein the first site sends a cookie to the customer browser containing the customer registration information, the cookie uniquely identifying the customer to the first site each time the customer accesses the first site.

37. The method of claim 34, wherein the customer registration information includes customer transaction information, the customer transaction information stored in a manner that the customer can access it when the customer browser is transferred to the checkout line of the second site.

38. The method of claim 37 wherein the customer transaction information is stored with the contents of the electronic shopping cart that the customer access when the customer browser is transferred to the checkout line of the second site.

39. A method of transacting electronic commerce, comprising:

from a first site, serving a customer registration page by which a customer through a browser provides customer registration information, the customer registration information including information identifying a second site and customer transaction information;

from the first site, serving a product selection page by which a customer through a browser selects at least one product for placement into an electronic shopping cart;

the first site causing the contents of the electronic shopping cart and customer transaction information to be stored so that it is accessible to the customer when the customer browser is transferred to a checkout line of the second site;

the first site transferring the customer browser to the checkout line of the second site wherein the customer can access the contents of the electronic shopping cart and customer transaction information for use in the customer providing the information about the contents of the electronic shopping cart and customer transaction information to the checkout line of the second site.

40. The method of claim 39 wherein the step of storing the customer transaction information includes storing it with the contents of the electronic shopping cart when those contents are stored so that they can be accessed by the customer when the customer's browser is transferred to the checkout line of the second site.

41. The method of claim 39 wherein the first site sends a cookie to the customer browser containing the customer registration information, the cookie uniquely identifying the customer to the first site each time the customer accesses the first site.

42. A method of transacting electronic commerce, comprising:

from a first site, serving a registration page to a customer browser and obtaining customer registration information upon entry of customer registration information on the registration page, the customer registration information including at least one brand preference for at least one category of products;

from the first site, serving a product category selection page to the customer browser by which a product category is selected;

from the first site, serving instructions to the customer browser to transfer the customer browser to a product information service of a second site for the brand specified in the customer registration information for the product category selected;

from the second site, serving a product selection page for product in the selected category of product by which the customer through the customer browser can accesses product information about product in the selected category of product;

from the second site, serving instructions to the customer browser to return the customer browser to the first site.

43. The method of claim 42 wherein the step of serving instruction to the customer browser to return it to the first site includes serving instructions to the customer browser to return it to a checkout line of the first site.

44. The method of claim 43 and further including from the first site, serving a product selection page by which the customer, through the customer browser, selects a product for placement in an electronic shopping cart, the step of serving instructions to the customer browser to return the customer browser to the checkout line of the first site including automatically transferring product information about the product in the electronic shopping cart obtained from the second site to the checkout line of the first site.

45. The method of claim 42 and further including from the second site, storing information about a product selected by the customer through the customer browser in a manner that the customer can access it when the customer browser is returned to the first site.